MOBILE WORLD

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2013 No. 1 Bimonthly

Cover Product:
ZTE Grand S

ZTE Flash: A Great Camera Phone

An Overview of Industrial Design Awards

ZTE Grand X Pro: Fashionable and Versatile

Making User Interaction on Handsets More Natural

Focus >>>

Everyone Can Be a Photographer:

How to Take Pictures with a Phone

NO.1 2013
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Sponsor: ZTE Corporation
Edited by Shenzhen Editorial Office, Strategy Planning Department
Editor-in-Chief: Jiang Hua
Deputy Editor-in-Chief: Huang Xinming
Executive Editor: Liu Yang
Editor: Jin Ping
Circulation Manager: Wang Pingping

Address: NO. 55, Hi-tech Road South, Shenzhen, P.R.China
Postcode: 518057
Tel: +86-755-26776663
Fax: +86-755-26775217
Website: wwwen.zte.com.cn/endata/magazine
Email: liu.yang2@zte.com.cn
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ZTE Announces World Debut of the Thinnest 5.0 FHD Quad-core Smartphone Grand S at CES 2013

ZTE announced the world debut of the ZTE Grand S—5.0 FHD LTE on January 9 at the 2013 CES. As the flagship handset in ZTE's high-end Grand series line of products, the ZTE Grand S is the company's first FHD smartphone and the world's thinnest within 5-inch FHD quad-core smartphones, enabled by the Qualcomm Snapdragon S4 Pro processor. Developed by ZTE, the ultrathin body and high definition display of the ZTE Grand S offer consumers the latest in style, quality and functionality.

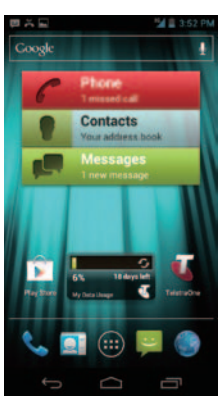
From the full-website display to the 4G LTE high-speed network, the ZTE Grand S offers cutting-edge features for even the most discerning smartphone user. It will be available for online purchase in China first in Q1 of 2013.

The introduction of the ZTE Grand S completes the new Grand Series, which also includes the Grand Era and Grand X. In the series, the ZTE Grand X is for consumers with a passion for high tech, the ZTE Grand Era is for the most advanced smartphone user and the ZTE Grand S is the flagship handset offering the perfect combination of art and technology. The ZTE Grand S represents the company's latest entry in a new era of smartphone design, which will continue in 2013 with the introduction of additional high-end smartphones.

ZTE and Telstra Announce the T82 Phone with "Easy" UI

ZTE announced on January 9 the global launch of the T82, an Android mobile handset designed to help mobile phone users make the transition to their first smartphone.

The phone, and customised UI, was designed together with Australian carrier, Telstra. Released as EasyTouch 4G in Australia, the T82 is the first smartphone in a series of "Easy" devices from ZTE and Telstra. It sits alongside two feature phones designed for the older demographic.



"It's the easy-to-use interface that really sets this phone apart. Four big button 'Easy' widgets for Phone, Internet, Media and Settings, show unread or un-actioned email, text and call notifications on the lock screen and home screens, while maintaining the flexible and powerful Android platform," said David Powell, Telstra's GM Device Experience, Apps and OS.

The ZTE Grand S Wins the 2013 iF Design Award

From the 2013 CES, ZTE announced on January 10 that the ZTE Grand S—5.0 FHD LTE was honored with the 2013 iF International Design Award. Representing a breakthrough in traditional design concept, the ZTE Grand S was favored by 49 top international designers and stood out amongst 4,325 entries from 51 countries. The well-respected design award highlights the caliber of industrial design and high precision technology behind the ZTE Grand S and proves that the brand has reached a distinguished international stature.

The ZTE Grand S has been described as "pure" and "simple" with its white porcelain-finish 5-inch screen and the appearance of black water drops on the upper part of its curved back.

Nuance, ZTE in Deal on Voice-Controlled Phones

Nuance and ZTE announced on January 8 a multiyear collaboration where Nuance's voice capabilities will be integrated as part of a new portfolio of ZTE Android devices worldwide. The result will be a diverse set of mobile applications and devices that foster a more natural, human interaction between people and their ZTE phone—in more than 25 languages. Among those applications is ZTE's new Car Mode application unveiled at CES 2013 in Las Vegas.

Car Mode integrates Nuance's powerful voice capabilities to let users speak to stay connected to people and the content they love, without bringing additional manual-visual distractions into the car. ZTE's Car Mode application is embedded within the device to provide people with reliable, always available hands-free, eyes-free access to the phone functions that are used the most while driving, such as making phone calls, reading text messages and accessing music—no network or data connection required and in noisy automotive environments.

ZTE Launches New Ultra-Speed 4G uFi Mobile Hotspot Device

ZTE announced the launch of the ZTE MF93D ultra-speed 4G (LTE) uFi (unified Wi-Fi) mobile hotspot device on January 28.

The ZTE MF93D, second generation ultra-speed 4G (LTE) uFi mobile hotspot device can reach a maximum speed of up to 100 Mbps and can be accessed by 10 users at the same time.

Incorporating second generation Qualcomm LTE chips, the ZTE MF93D provides significant performance enhancements to ZTE's first generation LTE uFi products including decreased power consumption and improved heat dispersion. It supports dual-band 2.4G/5GHz Wi-Fi networks and mainstream 4G bands in the Europe and Asian-Pacific regions, and can also use 3G and 2G networks. It has increased battery capacity of 2800mAh.

US Cellular Intros ZTE Unite 4G LTE Mobile Hotspot

U.S. Cellular and ZTE announced on February 1 the arrival of the 4G LTE mobile hotspot ZTE Unite. The small, sleek and powerful ZTE Unite 4G LTE Mobile Hotspot provides a blazingly fast wireless Internet connection virtually anywhere.

The new mobile hotspot will meet the needs of today's consumers, whether a businessperson, frequent traveler or family by bringing both accessibility and convenience to wherever it is needed most. The ZTE Unite 4G LTE mobile hotspot also allows individuals to access the Internet with the devices they need regardless of location.

ZTE Unveils New 3G Data Card

ZTE announced on January 30 the launch of the ultra-thin ZTE MF670 hi-speed 3G data card. Due to its size and shape ZTE has nicknamed the MF670 'the chewing gum data card'.

The MF670 hi-speed 3G data card is only 6.8 mm thick. It is believed to be the slimmest data card in the world, and with maximum download speeds of 21 Mbps it offers the best available performance. In addition, its user-friendly WEB UI user interface enables convenient Plug-and-Play operation without the need to install any software.

ZTE Mobile Phones for Children Reach 1 Million Sales in Japan

ZTE announced on January 24 that sales of its series of mobile phones for children in Japan had surpassed the one million units mark by the end of 2012. This is an important milestone for the company showing that ZTE handsets have won recognition in the Japanese market as a result of the company's overseas growth strategy.

The ZTE mobile phones for children are customised for the use of primary school kids. They operate on the basis of a buzzer where children can enter phone numbers in advance and press one centre button to dial and send messages showing their location. This simple functionality makes the handsets suitable for a variety of age groups from children to the elderly.

ZTE Grand X Now Shipping with Android 4.1.1 Jelly Bean

ZTE officially introduced ZTE Grand X with Jelly Bean, its smartphone with Android 4.1.1 Operating System, in Indonesia, on December 19, 2012.

The ZTE Grand X Indonesia launch was the world's first ever commercial launch of a ZTE Jelly Bean-based smartphone.

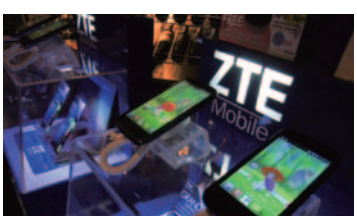
The Grand X's design was inspired by sport cars. The phone has a 1GHz dual-core processor and an IPS panel 4.3-inch qHD screen. Furthermore, users can enjoy songs and movies in maximum clarity, thanks to the Grand X's Dolby ProLogic plus SRS Audio technology.

Grand X has a 5 megapixel camera with LED Flash and a range of creative features. Additionally, Grand X also supports dual SIM and dual standby features.

ZTE Unveils Quad-Core Phone in Philippines

ZTE announced on December 13, 2012 the debut of the ZTE Grand Era, the world's slimmest quad-core smartphone, and Grand X LTE (T82), a 4.3-inch dual-core smartphone powered by Qualcomm MSM8960 chipset in the Philippines.

The Grand Era is ZTE's latest flagship smartphone. It contains a PC-class Nvidia Tegra 3 quad-core CPU and operates on the advanced Android 4.0 platform upgradeable to Android OS Jelly Bean. It also has 3D acceleration capacity, an 8 megapixel BSI AF HD camera and a 4.5-inch HD retina screen at a resolution of 1280×720. The Grand Era also adheres to an expert-class hardware and software safety protection standard called Palm Manager, which was independently developed by ZTE.



ZTE Introduces Grand Era LTE Smartphone in HK

ZTE introduced its first dual-mode LTE smartphone, the Grand Era LTE, in Hong Kong as part of the launch of China Mobile Hong Kong Co. Ltd. (CMHK)'s first commercial converged TD-LTE/LTE FDD network, on December 18, 2012.

The TDD/FDD dual-mode ZTE Grand Era LTE smartphone operates on the Android 4.0 Ice Cream Sandwich platform. It features a 1.5 GHz dual core CPU, 1 GB of memory and a multi-touch 4.5-inch 1280×720 Gorilla Glass display providing a high quality user experience on high-speed LTE networks. The device also has a 1780mAh battery and ZTE's customisable Mifavor User Interface.

In addition, ZTE showcased its FDD/TDD dual-mode MF93E uFi device and the MF825 data card on the new Hong Kong network. Both devices use Qualcomm's MDM9215 second-generation LTE chip platform.

With Grand S in hand,
she needs no talk;
her grace shines completely.
Her wisdom, efficiency
and intelligence do not need
stating.

ZTE Grand S has powerful entertainment functions.
Its 13 megapixel main camera lets you shoot sharp photos.

Lead a Graceful Life with Grand S

Text: Cheng Yuqiong Photo: Gao Feng Model: Ranie
Make up: Wang Yang Stylist: Deng Zhisong Brand: Tadashi Shoji/Moiselle/M.I.D

She is confident and independent
with Grand S.
The phone has a curved profile and
a black and white color scheme.
It is fresh and stunning.

ZTE Grand S boasts a 6.9 mm super slim body. It's so graceful with the perfect combination of a white unibody case and a black ceramic chip on the back cover.

She's amazed at the comprehensive functionality of Grand S. With a full HD screen and a formidable quad-core processor, it is good from the inside out.

Grand S has a 5-inch 1920×1080 HD screen and is equipped with a powerful quad-core 1.7 GHz processor, delivering smooth operations.

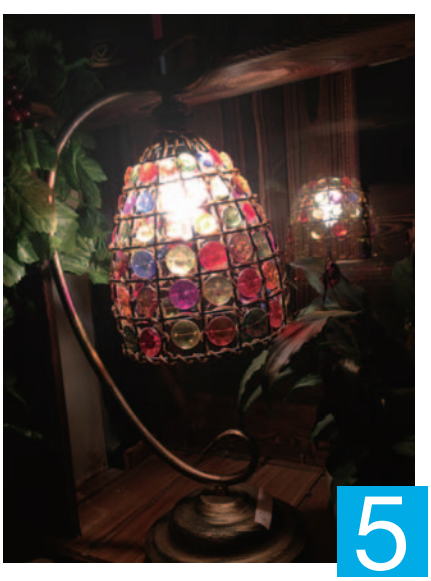
Everyone Can Be a Photographer:

How to Take Pictures with a Phone

By MI

When camera phones came out, snapping photos became something you could do on the spur of the moment, and photography became more "immediate." People may carry their digital camera on occasions, say, when travelling. But a mobile phone is always there on hand. With the increasing popularity of Web 2.0 websites, photos are increasingly being stored, shared, and manipulated online. Photography has never been more accessible to more people.

Photos taken by different phones:
1. ZTE Grand S
2. HTC x920e
3. iPhone 5
4. Sony Xperia Z
5. NOKIA Lumia 920
6. Samsung GALAXY NOTE II



Phone Photography Techniques

Mobile phones are used for much more than just phone calls or texting. More and more people are using their mobile phones to take pictures. Modern phone cameras are often even more powerful than compact digital cameras. With a few photography skills, it's easy to take great pictures with a mobile phone.

01 Basic Photo Techniques

To shoot a great picture with a mobile phone, you need to master some basic skills and know something about the phone, for example, whether it has optical zoom.

① Setting the phone

Many phones have scene modes such as portrait, landscape, and night. You can choose the appropriate mode according to actual conditions, and you can also choose the resolution of the picture. For everyday use, you should set the resolution to high for the best quality images.

② Hold the phone firmly

It's essential to hold the phone firmly to take a clear picture. A phone is light and usually has a CMOS image sensor. After pressing the shutter button, you should keep the phone still for half a second. Many people ignore the shutter lag and think shooting is finished when the shutter is triggered.

③ Light is important

Light is very important for a good picture. Plenty of light guarantees a better picture. Glare and other backlighting can be avoided by observing the direction of the light and changing the shooting angle. Some phones have auxiliary functions, such as brightness control, night mode and flash, to obtain a qualified light source mode. Also, you can use objects or hands to avoid the backlight. You should also avoid shooting in strong light unless you want the backlighting effect.

④ Composition is the key

A good picture depends largely on composition. Beginners often place the subject at the center, focus and then trigger the shutter. Often this results in a boring photograph without any highlights. Good framing often follows the "rule of a third". Imagine a grid drawn over your photo. Place the subject one third up from the bottom (or one third down from the top) of the frame and one third in. Photographers should get as close as possible to the subject to avoid zooming in because zooming in diminishes picture quality.

⑤ Shooting angle counts

The shooting angle also influences image quality. Especially with still-life photography, you should try to avoid reflection and halo. If an object is behind glass, you can shoot at 45 degrees to avoid reflection. For backlit photography, you need to increase the shooting angle or change positions to avoid halo.

02 Portrait Photography

The most widely photographed subjects are probably people. However, it's not that simple to take great shots of people.

① Photographing others

When composing a picture with people, it is better to fill the frame to highlight their characteristics. Good composition attracts people's attention to the subjects rather than the background. To make people look slimmer, you can shoot them from a lower angle. If you want to photograph several people, you can take shots when your subjects are not aware of it.

② *Photographing yourself*

Many people want to take pictures of themselves with their mobile phones. Shooting down at 45 degrees can make a face look slimmer. Because phone camera lenses are mostly wide-angle lenses, you should keep the phone away from yourself as much as possible to avoid distortion. It's a good idea to attach a silver mirror sticker beside the lens to make a reflector if your mobile phone doesn't already have one.

03 *Landscape Photography*

Unlike portraits, greater emphasis should be placed on composition, angle and surroundings when shooting landscapes.

Backlighting is not suggested. Taking good photographs with your phone depends a lot on light. If the light is too strong, the picture may be overexposed. If the light is too weak, the picture may be blurry. Light control is very important. Shadow can be used to add special effects to the picture.

You need to pay attention to the balance of composition and try to keep it parallel to the horizon. Using the foreground can enhance the depth of field. It's helpful to preview the shot on the phone screen or try other shooting angles to get the effect you want.

Many phones provide continuous shooting mode and automatic stitching function that may be used when shooting a grand scene.

04 *Event Capture*

A mobile phone has an advantage over camera when capturing emergencies, especially if you have no camera or it's too late to take it out. However, there are some things you should know.

In an emergency, you don't have time to think too much about how to shoot; picture clarity is the first and then the subject matter.

It's better to set the shooting menu on the camera interface in advance so that you can shoot the picture quickly.

05 *Still Life Photography*

People like to share pictures of food on social networking sites. Shooting still-life subjects such as food requires attention to composition and light. You also need to avoid heat from the food misting up the lens.

When shooting still life, macro mode can be used to highlight details of the subject.

Different techniques should be used to shoot different types of objects. For reflective objects such as metal and glass, pay attention to the light source and try to light the reflective surface to show the object's profile and texture. For food, the light should be soft to show the colors that can stimulate the appetite. For flowers, sidelight and backlight are better to highlight the subject, and the blue sky can be used as the background to create a transparent effect.

Using mobile phones to take photos has become a phenomenon. We may not produce a masterpiece, but with some techniques and more practice, we can take striking shots even with a 2 megapixel camera.

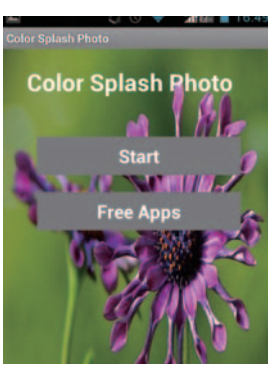
Mobile Photography Apps

Shooting with a smartphone can be more fun than using a compact camera. Picture can be made more attractive with the help of apps. It's very important for mobile photography enthusiasts to use apps properly.

Editing apps

PhotoFunia

PhotoFunia is an online photo editing tool that provides a huge selection of templates. Choose your favorite template first; import a picture to your phone; and edit it. You can zoom in or out to preview effects before saving them. With PhotoFunia, you can put your face onto a dollar bill, newspapers, drawings, and other scenes. You can also become the Mona Lisa, a pirate of the Caribbean, or a Superman. The editing effects of PhotoFunia are not inferior to those of Photoshop.

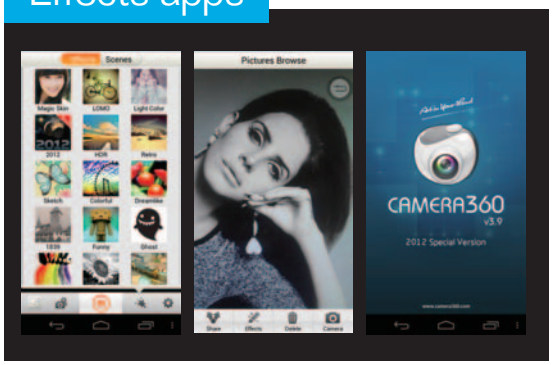


Similar app

Color Splash Photo Pro

With Color Splash Photo Pro, you can recolor images. You can remove the original color from sections of your image and leave features in color to create an impressive image. Photos can be saved at high resolution.

Effects apps



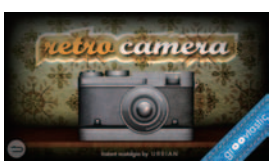
Camera360

Camera360 is a popular camera app around the world. It overcomes problems such as poor image quality, low gradient, and low sensitivity to help produce amazing pictures. It provides 19 kinds of special effects. You can choose different modes for different shooting situations. For example, the "back to 1839" mode can be used to take pictures of an ancient town, and the "Tilt-shift" mode makes everything look like a toy. There are also multiple options within each category; for example, Lomo has the option to choose cyan or autumn.

Similar apps

Vignette

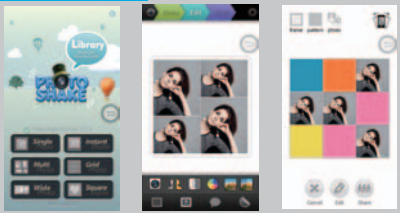
Vignette can add film and camera effects to your photos. It's very easy to use and has many functions. It provides dozens of photo effects and frames, including portra, velvia, toy camera, tined monochrome, lens effects, and cinematic. Vignette is also a full-featured camera application.



Retro Camera

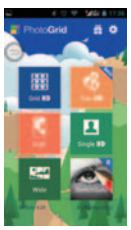
Retro Camera Plus can help you create funny old-school snaps. It comes with five unique retro cameras, and the photo styles in each camera are different as well. The photo effects vary from film scratch and black and white to cross processing.

Composing apps



PhotoShake

With PhotoShake, you can combine one or more photos on your phone to easily create new images. PhotoShake provides single photo, multiphoto and wallpaper editing modes. You can even add bubbles or texts to your photo collages. Choose photos for your collage and click edit on the top of the phone screen. A dialogue box "choose layout manually" pops up. Click yes and then shake the phone to get random collage photos. When you find your favorite collage, click share to share it with friends.

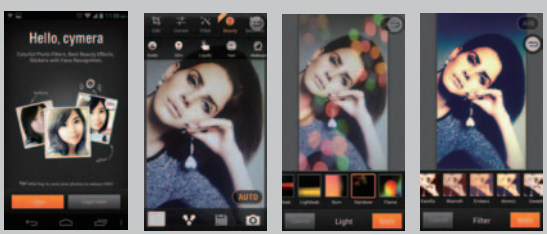


Similar app

Photo Grid

Photo Grid is also a photo editing app that can be used to easily create photo collages. You can create a photo grid with up to nine photos. It supports grid editing and allows users to share photos with friends via Facebook, Twitter and email.

Beautification apps



Cymera

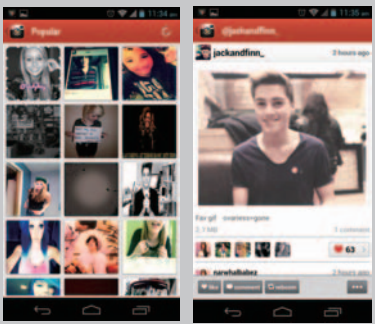
Cymera is a great camera app for portraits. It uses seven kinds of camera-like lenses and has four different shooting modes. It also provides various effects and filters, such as big eyes, brightening, slim, and mosaic, that are supported by face recognition. Shooting modes such as timer, image stabilization, and touch shot are great for shooting portraits.

Similar app

Fotolr photo studio

Fotolr photo studio is a powerful photo processing app. Apart from the commonly used photo editing functions and effects, it also has special features for image processing, such as face trimming, acne removal, face whitening, blusher, lipstick, wig, and hair coloring.

Funny apps

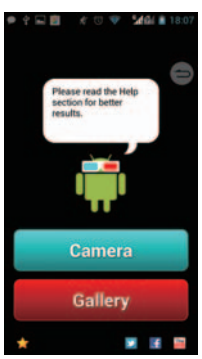


GifBoom

GifBoom is a hot app for creating and sharing animated photos. It has two camera modes: auto and manual. The camera is set to auto shoot, and you can adjust the speed of your auto-timer. After the shooting has finished, you can use the latest digital zoom, rotate, and crop functions to make your GIFs special. GifBoom has a large sharing community where you can see GIF images created and uploaded by other users.

Similar app

Make It 3D Free



With Make It 3D Free, you can make your own anaglyph stereoscopic 3D pictures. You only need to snap the left and right pictures, and the apps will automatically generate an anaglyph 3D photo. You can also import photos from your phone's gallery. However, you need 3D glasses (red/cyan) to see the anaglyph 3D pictures.

Mobile phones can now do much more than make calls. The imaging capability of mobile phones is getting more and more powerful, and many impressive photos have been taken using mobile phones. There are so many apps for enhancing photos. Now, even people who don't know much about photography can find their own way to become a great photographer.

ZTE Flash: A Great Camera Phone

By Cheng Yuqiong

Most handsets on the market now have similar shapes and functionality, so it's hard to make them stand out. Flagship smartphones may have higher specifications, but they are not affordable for everyone. The latest phone from ZTE is called Flash. It has been launched by Sprint and has advanced capabilities for an affordable price. It is ULE Platinum Certified, which means that it meets the highest environmental standards.

Specifications

Network LTE B25, EVDO BC0/BC1/BC10
Dimensions 134mm×66mm×10 mm
Weight 147 g
Battery Type 1780 mAh Li-Ion
Processor 1.5 GHz (Qualcomm MSM8960)
Memory 8 GB eMMC + 1GB RAM
Display 4.5 inch HD 1280×720 IPS
Camera 12.6 MP AF (rear); 1 MP (front)

1

2

3

1 The HD IPS screen displays vibrant colors and crystal clear text and images

2 The rear 12.6 MP camera captures clear images with accurate colors

3 By the look of clouds, Flash takes realistic pictures that are not too garish

12.6 MP Rear Camera

ZTE Flash is a well-built phone. The top of the back cover houses a 12.6 megapixel camera and LED flash. The best-in-class camera can shoot 4128 × 3096 pixels pictures and 1080p full HD videos. It provides excellent photo quality even in low light. When the light is sufficient, Flash captures crisp pictures; when the light is dim, shots still have bright colors.

The camera also allows panorama, auto focus, WDR, and night scene modes. Wide dynamic range (WDR) mode is suitable for backlit photography, for example, where the sky has large white, bright areas and objects in the foreground appear dark. This occurs because when the light exceeds the dynamic range of the camera, the bright area gets washed out or the dark area becomes darker. The WDR function allows clear images to be captured when there are both very bright and very dark areas together in the same frame. Flash also has no shutter lag. The camera is fast to activate and capture the photo. Advanced filters are also available that allow you to edit the picture before sharing it on social networks.

Large HD IPS Screen

ZTE Flash comes with a brilliant 4.5-inch HD display with reinforced scratch-resistant Gorilla Glass. The screen has a 1280 × 720 pixel resolution and an aspect ratio of 16:9, which is the standard image aspect ratio for HDTV. This allows optimized video with vibrant details and color saturation. Open a video in full screen mode and the images are crystal clear. Special effects are no lost on the phone. Putting on the headphones, SRS stereo creates breathtaking audio.

Apart from a built-in video player, Flash has another multifunctional media player called Media Share. With Media Share, you can play audio and video files on a connected TV, and all the great stuff on your PC can be enjoyed on the phone over a Wi-Fi network.

CPU Not Inferior to a Quad-core Processor

Flash has a 1.5 GHz Qualcomm Snapdragon MSM8960 dual-core CPU based on the Krait microarchitecture and uses TSMC's new 28 nm low power process. This strong engine ensures multitasking, smooth gaming, and quick switching between apps. Flash scored a high mark of 9239 in an Antutu Benchmark 3.0 test. The performance almost reaches quad-core level.

Gaming is a good way to test the CPU's efficiency. When playing Fruit Ninja, Flash runs smoothly, and you can clearly see the tracks left by your fingertips. Asphalt can also be run easily and the phone perfectly shows special effects of the 12 racing tracks such as snow and sand.

The dual core processor also includes a 3G/LTE modem to allow you to access Internet through Sprint's 4G network.

Instead of following trends in exterior design, Flash focuses more on overall functionality. It is a versatile, high-end smartphone with a top-notch screen, camera, and processor.

ZTE Grand X Pro: Fashionable and Versatile

By Chen Li

ZTE Grand X Pro perfectly combines fashion and functionality. With a host of amazing functions, it makes you a trendsetter.

Specifications

Network GSM/UMTS
Size 113mm×66.1mm×9.4 mm
Display 4.5 inch, HD, TFT
Camera 8M AF + 0.3M FF
Battery 2000 mAh
Memory 1 GB DDR + 4 GB ROM

Stylish Appearance

Minimalism is the mainstream, but a special design on the minimalist exterior can make a product individual. Grand X Pro has added elements on its exterior. The speaker slot is located at the top of the screen, and the metallic frame is slightly higher than the screen so that the screen is better protected, even if the phone is put face down. The back cover is decorated with a pearlescent sheen, and the bottom is slightly dimpled to house the other speaker. This design ensures better stereo and acoustic effects regardless of how the phone is positioned. The sides have a graceful curved line. The metallic baked varnish on either side contrasts the pearlescent coating on the back, but they complement each other and make the device look more fashionable. The phone has a thin bezel that allows for a bigger display.

High-Performance CPU

A powerful CPU is a prerequisite for a high-quality mobile phone. Grand X Pro has an MTK6577T Cortex-A9 dual-core 1.2 GHz processor. MTK6577 is optimized by MediaTek for high performance and low energy consumption. MTK6577T does not play second fiddle to Qualcomm MSM8225 and NVIDIA Tegra2 dual-core chipsets. Qualcomm MSM8225 uses the less advanced Cortex-A5 architecture, which provides slower general processing and graphic processing. NVIDIA Tegra2 is a classic dual-core CPU that also uses Cortex-A9 architecture, but it was developed long ago. In overall performance and compatibility, Tegra 2 is not as good as MTK6577T, even though Tegra2 is slightly faster in graphic processing. 3D games such as Fruit Ninja and Temple Run still run smoothly on Grand X Pro. Moreover, MTK6577T supports high-end multimedia and enhanced mobile connectivity. If your focus is on general performance and you don't have high gaming requirements, Grand X Pro is definitely your choice.

Fashionable Entertainment

Phones have to become more powerful to accommodate people's demands to use their phones for entertainment. Grand X Pro offers a brand-new entertainment experience, especially in photography and music. An 8 megapixel rear camera lets you shoot vivid, crystal clear photos in bright conditions. Intelligent scene recognition, face detection, and panoramic scan can be accessed from an easy-to-use pull-down menu. The phone also has a facial beautification feature that can make the skin of your subject appear smoother. The camera can shoot 3D photos in a new way. In multiangle view, you press the camera key to focus, and the camera takes nine pictures as you sweep across the scene slowly. Nine brackets in the camera interface automatically turn black; then you know you have finished shooting. You can swipe from left to right on the screen to see the photo from different angles. Multiangle shots add depth to the photo.

Grand X Pro's built-in music player has an equalizer and provides 10 preset sound effects. You can also choose from 60 Hz, 230 Hz, 910 Hz, 4 kHz and 14 kHz frequencies. After setting the sound effect, you can turn on the preloaded SRS software to enjoy stereo sound.

Grand X Pro allows multiple types of data transmission; it has comprehensive office software; and it has rich social apps. With a stylish appearance, versatile and striking functions, Grand X Pro is set to become a fashion accessory.

1

2

1 A unibody design that incorporates a fixed battery
2 An 8 megapixel camera with LED flash
3 Picture quality can be guaranteed even in low light

3

Mobile Accessories for Better Communication

By Fan Xuan

Protective cases are no longer the predominant mobile accessory; expansion accessories are becoming more widely used. Let's take a look at some accessories that make your ZTE phones and digital devices easier to use.

Wireless Mate (Mini Router)

The wireless mate is compact and streamlined and incorporates the functions of wireless AP and PPPoE access point. It can be used at home, or in hotels, bars, or dorms to create a mobile surfing environment.

The router uses IEEE802.11b/g and MIMO, which together provide a maximum transmission speed of 54 Mbps. It is also compatible with IEEE802.3x flow control protocol for high-speed transmission. The router comes with software so that the network SSID, channel and password can be changed. A maximum of 10 devices can share the Wi-Fi network, and it is powered through the USB.

Passive Speaker

The passive speaker is used for hands-free calls and audio amplification. Made of 100% food-grade organic silica, the speaker has no abnormal odor and can be stretched without deforming. It does not show up fingerprints and is shock absorbent, scratch-resistant, dust proof, and cleanable. Expand your multimedia so that others listen to your music and watch your movies. You can put it on your work desk to write notes or continue typing while you take calls. This unique passive speaker can be used with many ZTE phones.

ZTE Universal Charger

ZTE's egg-shaped universal charger is ergonomic and fashionable and has a baked finish. With a compact body, it weighs only 48g and is just one third as big as a palm. Its universal battery slot has an anti-slip buckle, and there is a dual crescent-shaped non-slip soft mat on the bottom so that it can be placed on smooth surface. By using a low-resistance, flexible full-copper electrode connector, it can be used with all types of ZTE batteries. The charger has a LED indicator to show the charging state. The charger has two power input ports: a USB cable integrated into the body and a Micro USB charging port. The charger also has short circuit and overcharge protection and meets safety standards for electronic products in China, Europe and the US.

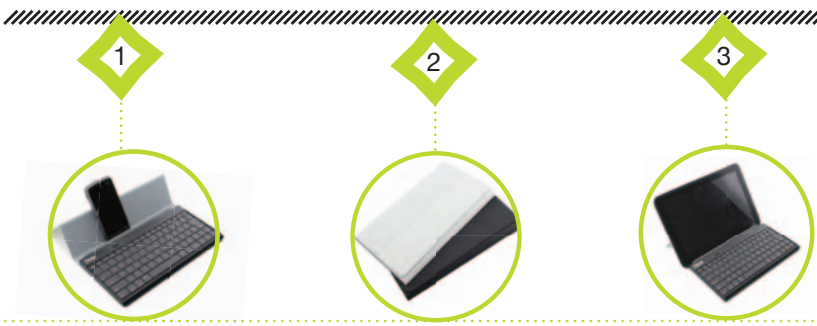
Mobile Power Supplies

ZTE's mobile power supplies, including P40, P60, P80 and PW40, are stylish, ultra-slim, and compact. By using top-quality lithium polymer battery cells, the supplies are stable, efficient, safe, and reliable. The chargers have built-in charging cable and support self-adaptive dual-channel output. They also support smart control and microcomputer circuit safety protection. The integrated design makes the product more attractive, durable, dust proof and shock proof. You'll never have to worry that your digital products will run out of power. PW40 has a three-in-one Wi-Fi function. It can be used either as a 3G router, a wireless router or wireless AP while it is charging a digital device.

Bluetooth Keyboard

The Bluetooth keyboard can be used with tablets that allow wireless text input and media interaction. The microfiber leather case has a stand for tablets that makes it easy to put the screen at different angles. The keyboard has a built-in lithium battery, so it is mobile and does not need a power supply. It can be used with Bluetooth-enabled laptops, tablets and handsets and is compatible with Symbian, Android 3.0+, IOS4.0/5.0, Windows Mobile 6.0/7.0 and Windows XP/Vista/7.

The keyboard is made of high-quality plastic and rubber and is coated with frosted varnish. It is comfortable to touch and does not show fingerprints. It has LEDs to show the state of charging or operation, and it supports multiple languages. The button response is great. It comes with specific buttons for audio control and allows you to activate the multimedia function quickly with just a click.



For travelers, electronic enthusiasts and those who spend all the day on the go, these mobile accessories indeed bring convenience and enjoyment to their life and work.

Making User Interaction on Handsets More Natural

By Liu Huaxiao

From the creation of the first mobile phone to the robust mobile phone market today, human-machine interaction has gone through revolutionary changes. The development of mobile phones has gone hand in hand with the evolution of human-machine interaction.

The first mobile phone was invented by Martin Cooper in the 1970s. It was bulky and had no display. This greatly restricted the interaction between the user and phone. In the decades afterwards, mobile phones had more features such as text messaging, multimedia messaging, camera, and Bluetooth. Revolutionary changes also took place in the interaction. Clamshell and slider phones maximized the screen size without increasing the body size and became very popular with users.

However, in the history of mobile phone, the most important changes arguably came with iPhone in 2007. It has only one physical button and most of the operations can be done on the touch screen. Touch control is much easier than keyboard control. For example, if you want to open a web page from a list of links, you would traditionally have to press the navigation keys and slowly move to the link. With the iPhone, you only need to touch the link with your finger. The touch interaction is more intuitive and natural and greatly improves the operational efficiency. This great change from keyboard to touch screen phone embodies the concept of "natural interaction."

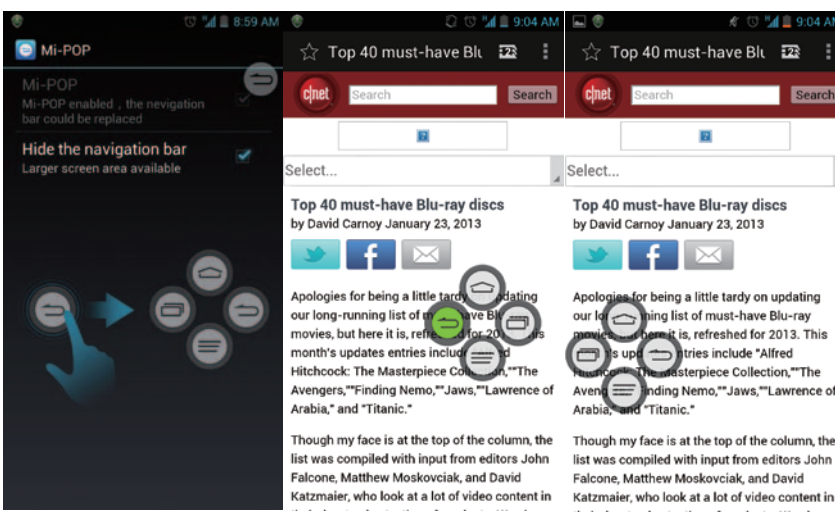
In recent years, many handset manufacturers have advocated the natural interaction. Here are some examples of natural interaction.

• Website Viewing

When viewing web pages on your smartphone, you may find that the screen automatically goes into hibernation before you finish using it, so you have to press the power button to light it up again. It can be quite annoying. A phone manufacturer has solved the problem by introducing a handset that uses the front-facing camera to detect whether the user is staring at the screen. The screen will stay on as long as it is being looked at.

• Phone Keyboard

ZTE's handset designers have been working on natural interaction for many years and have come up with many innovations. Some of these, such as Mi-POP, have already been implemented. Android phones generally have a home, back, and menu keys. But how should the three keys be arranged? Actually, it's difficult because some people use their left hand to control the phone, and some use their right hand. It's impossible to design a phone with two key layouts. However, ZTE has introduced an innovative Mi-POP virtual button that can be dragged to any place on the screen. It can be put next to your thumb; it doesn't matter whether you are a left-handed or right-handed. Mi-POP is installed on ZTE's flagship device Grand S.


8:59 AM
Mi-POP
Mi-POP
Mi-POP enabled , the nevigation bar could be replaced
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Top 40 must-have Blu
Search
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Top 40 must-have Blu-ray discs
by David Carnoy January 23, 2013
Though my face is at the top of the column, the list was compiled with input from editors John Falcone, Matthew Moskovciak, and David Katzmaier, who look at a lot of video content in

• Editing Notes on the Back of a Photo

Graduation photos usually have names printed on the back to remind you of the names of your classmates years afterwards. With the prevalence of digital cameras, people can now view photos on computers or handsets and will not print out every photo. However, they still want the text behind the photos. A handset manufacturer has tapped into this need and has introduced a new function. After a photo is captured, a person can turn it over and edit notes on the back.

• Smart Earphone

A new type of smart earphone can turn on or off automatically. The earphone has a pressure sensor that can sense when you push the earphones into your ear. It then automatically turns on the player. When you pull the earphones out, the sensor turns the player off. This design makes operation easier and also saves power.

• Silence Your Phone

You may be at a concert or in a lecture but forget to switch your phone to silent mode. A loud ring can create a commotion. There are now handsets on the market that can quickly silence a call if you slide your finger across the screen or turn the handset upside down.

• GPS-based Setting

Your phone rings during a meeting; it's embarrassing. A mobile phone that has GPS-based settings has been introduced for this reason. The phone automatically switches to vibration or silent mode when you enter the office and reverts to sound when you leave the office.

Natural interaction integrates with real life and requires a good understanding of people's needs. It allows people to control their devices more easily. Natural interaction will be the source of revolutionary changes in mobile phones in the future.

An Affordable 4G Phone

ZTE Avid 4G

ZTE Avid 4G is a feature-rich, budget phone launched by MetroPCS. It is powered by a dual-core processor; it allows fast multitasking; and it helps you easily complete routine work such as emailing and editing PPTs. Avid delivers high-speed internet experience on the carrier's LTE network. It has a 5 MP rear camera with flash for crystal clear images.

·OS Android 4.0 **·Network** LTE B2/B4, 1x-EVDO RevA Cell/PCS/AWS **·Camera** 5 MP **·Display** 4-inch **·CPU** dual-core 1.2 GHz **·Memory** 1 GB RAM + 4 GB ROM **·Battery** 1735 mAh **·Size** 124 mm×65 mm×12 mm

A Big Display

ZTE V880G

ZTE V880G runs on Android 4.1 and has a large 4.5-inch screen that displays images and text clearly. Paired with a 1.2 GHz dual core CPU, it is highly responsive and performs very well with 3D. It also offers 4 GB memory that is expandable to 32 GB to accommodate more files, songs, and apps. The phone will be launched in Asia Pacific. The CDMA version has already been released in Taiwan.

·OS Android 4.1 **·Network** HSUPA/WCDMA 900/2100, GSM 900/1800/1900 **·Camera** 5 MP (rear) + 0.3 MP (front) **·Display** 4.5-inch **· CPU** dual-core 1.2 GHz **·Memory** 512 MB RAM + 4 GB ROM **·Battery** 2000 mAh **·Size** 133 mm×67 mm×9.2 mm

The New Flagship

ZTE nubia Z5

ZTE has released a new smartphone brand called nubia. It is targeted at high-end users. The first nubia phone was nubia Z5, designed by an Italian Stefano Giovannon. It has the classic red/black colorway and an ultranarrow, ultraslim body. It has a 5-inch, 1920 × 1080 pixel HD screen as well as a Qualcomm APQ8064 high-speed processor, Adreno320 graphic processor, and 2 GB dual-channel DDR2 SDRAM at 533 MHz. All of these make it a power phone for entertainment. The 13 MP main camera uses a precise five-piece optical lenses that supports macro shooting, four-directional panorama, continuous capture, and independent light metering. The innovative use of laser direct structuring (LDS) technology on the back cover means the phone can support different network technologies, including GSM, CDMA, WCDMA and LTE. The phone will make its first debut in China.

·OS Android 4.1 **· Network** LTE B3/B7/B8/B20/B5/B1 (1800/2600/900/800), UMTS 900/2100/850/1900, GSM 850/900/1800/1900, CDMA 800/1900 **·Camera** 13 MP (rear) + 2 MP (front) **·Display** 5-inch **· CPU** quad-core 1.5 GHz **· Memory** 2 GB RAM + 32 GB ROM **·Battery** 2300 mAh **·Size** 138 mm×68 mm×7.6 mm

An 8-inch Tablet

ZTE V81

The 7-inch tablet market has heated up again. The 8-inch ZTE V81 tablet is almost the same size as the 7-inch tablet but has a wider viewing angle and better operation experience. It is portable and has good visual effects. V81 comes with a 1024 × 768 resolution capacitive screen that supports multitouch. It runs the latest Android 4.1 and has an attractive user interface.

·**OS** Android 4.1·**Network** UMTS(850) 900/1900/2100, GSM 850/900/1800/1900 ·**Camera** 2 MP (rear) + 0.3 megapixel (front) ·**Display** 8-inch ·**CPU** dual-core 1.4 GHz ·**Memory** 1 GB RAM + 4 GB ROM ·**Battery** 3700 mAh ·**Size** 200 mm ×156 mm×11.07 mm

Your Practical Choice

ZTE Blade III Pro

Like its predecessors, Blade III Pro has a curved design and is portable. The dual-core 1.2 GHz processor makes the phone run smoothly. The built-in Kindle MP3 allows for easy music sharing. The dual microphone design guarantees a clear call even in a noisy environment. It's a practical entry-level phone and is good for value-conscious customers.

•**OS** Android 4.1 ·**Network** EDGE 900/1800/1900, HSUPA 900/2100·**Camera** 5 MP (rear)+ 0.3 MP (front) ·**Display** 4-inch ·**CPU** dual-core 1.2 GHz ·**Memory** 512 MB RAM + 4 GB ROM ·**Battery** 1600 mAh ·**Size** 122 mm× 63 mm×9.9 mm

Designing for Better User Experience

By Qu Chen

Designing for good user experience is like a film in which contradictions between characters are earthy and realistic. Design is about solving the protagonist's conflict with their environment and always working through repeated conflicts.

Products solve problems for us every day. Have you ever considered how a product conveys emotions and provides needed functions? As a designer of user experience, I know how to make everything feel natural; however, there is a complicated design process that must be gone through first. Designers try to make a design more functional, comfortable, and efficient.

Let's look at some ordinary but creative designs that really take user experience into account.

1 *Fixed-piece chess board*

Many Chinese people like to play chess and other board games outdoors. Let's say you're playing chess in the park, but the spot you've chosen gets a little windy and you want to move without upending the pieces everywhere. What can you do? A kind of Chinese chessboard has been designed with grooves that hold the pieces in place. Each piece can still be moved around the board quite easily, but they are not free to just slide off. This is a simple idea that solves a common problem for players. In user experience design, we try to find the main contradiction between how the product functions and how the user wants it to function. We then set about bridging this gap.

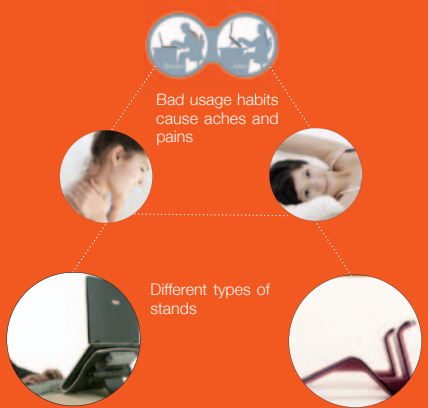
2 *Braille objects*

One of the main ways visually impaired people experience the world is through their sense of touch, and they need products that fit their habits. Designers try to allow visually impaired people to perceive products through touch.

Braille phone and Braille book

3 *Ergonomic computer accessories*

The effects of laptop computers on human health have not been fully considered right from the beginning. However, relatively few people initially owned a laptop and used it day in day out. As more and more people have come to use laptops, new usability problems have emerged. In response, smart designers have devised a variety of ergonomic accessories to help people develop good habits. People usually accept such improvements but not at the expense of inconvenience. For example, people will not carry a bulky kickstand with them wherever they go. Designers have therefore made them portable and ultra-light. Regardless of how small it is, a kickstand is always an accessory that is separate from the laptop. Designers have to find the perfect balance between product functionality and portability.



Dell's new laptop

Dell has launched a new laptop that solves the problem. The new design is inspired by observing and analyzing the experience of people using laptops. Designers attempt to remedy bad usage habits through innovative designs.

4

Jagged sink

Just imagine; in the cold of winter, you break the surface of the frozen lake and get the water. How cool would it feel? This special sink design gives a refreshing feel. It creates an emotional response in people and elevates the user experience from funtional to spiritual.

5

Lingerie bottle

What is the best way to show that a wine is for ladies? Write it on the label? Use specific colors? Perhaps use a particularly shaped bottle? This packaging solves the problem in an innovative way by incorporating female-only elements into the packaging design.

6

Novel juice cartons

To let people know the flavor of a drink at the first sight, certain colors and patterns have traditionally been used on cartons and Tetrapaks. It's clear enough, but why can't texture also be used to reinforce the message? It is a great idea that has a lot of novelty value also.

People perceive and experience products through information and through emotional connection. Good user experience design gives people what they want most and resonates with them. Only emotions-based user experience design can win people's hearts.

1. Different colors and patterns have traditionally been used to show different fruit flavors
2. Textured cartons and Tetrapaks
3. A vacuum cleaner billboard

I always believe outstanding user experience designs are usually inspired by problems in the real world. Following two ways of design—functionality and emotion, a harmonious relationship between the product and user can be established. We as designers should take user experience as a habit in the life.

Designing This Moment:

Second ZTE Designers' Night

By Yu Yue

In the evening on December 27, 2012, the fluorescent blue ZTE logo in the design center lit up and the ZTE handset design center was officially opened. The second ZTE Designer's Night kicked off in a curtained area.

ZTE's Design Concepts

The second ZTE Designers' Night was held to reward excellent designers, but it was also a chance for ZTE to communicate its design philosophy and achievements to the outside world. The first ZTE designers' night was held in 2011 on a cruise ship on the Huangpu River in Shanghai. This time, designers and guests reunited at the newly completed design center. The theme of the night was "Designing this moment."

ZTE has paid great attention to creating a design culture and driving technological innovation by better user experience. The four simple Chinese characters (Friendly, Innovative, Pure, Thoughtful) is the cornerstone of ZTE's design philosophy. "Friendly" means the design is sensitive to the user's needs and is easy to use. ZTE designers aim to provide an intuitive user experience. "Innovative" means being adventurous while remaining true to the brand's heritage. "Thoughtful" means that ZTE cares about how people use their device and how it links with their daily life. These concepts guide every ZTE designer and are in the DNA of every ZTE product.

The Design Awards

Zhou Huihong and Li Junhua won the 2012 Best User Experience Design Award for their innovative Mi-POP user interface. Mi-POP reshapes the four Android touch buttons into floating bubbles. It improves the experience of using a large-screen phone and makes the screen seem bigger.

Chen Feng was awarded the 2012 Most Innovative Design Award for the Grand Era 985. The product has a slew of innovations, from the coating technique to the internal structure. It incorporates gradient diamond plating, optical plating, OGS glass, and laser direct structuring and is a milestone in the new era of ZTE smart terminals.

Yu Yue was awarded the 2012 Most Popular Design Award for the Acqua 880E series, which is a popular phone that retails for less than 1000 Yuan in China. The phone has a four-inch screen and an ultra-simple design. It is very smooth to use. For the price, this phone is high-performance; ZTE aims to make available high-quality products at an affordable price.

The Red Dot Design Award winner was CoverFi, which can be solar charged and allows multiple devices to share an internet connection. Its designer, Chen Hongyu was awarded ZTE's Best Eco-Friendly Design Award.

The night came to a climax with the most important award—the 2012 Best Design Award—going to Huang Leqing, designer of the Grand S smartphone. It was also the debut of Grand S. The phone has a five-inch HD screen and a quad-core processor and has just been awarded the iF Design Award. Grand S has a graceful appearance and advanced specifications. It conveys the idea of "a phone carries information like a container." With the unique floating touchscreen, waterdrop-like surface, ultra-slim body, and "driving mode" interface, the phone blends aesthetics with functionality and stands out from its peers.

A Top Design Team

"With an inclusive mindset and international vision, we have invited outstanding designers from across the world to join ZTE and build a world-class design team," said ZTE EVP, He Shiyou. German designer Hagen Fendler recently joined ZTE's design team as the global chief design director. He has been the design director for many multinationals, including Siemens and Lufthansa, and is a judge of iF Award. "Many people believe that the next Apple or Sony will be in China, and I think in the communication field, ZTE has such potential and quality," Hagen said.

ZTE's design center now has more than 400 professional designers and engineers. The headquarters is in Shanghai, and there are six other design teams located in Nanjing, Xi'an, Shenzhen, Europe, North America, and India. ZTE has one of the most powerful design teams in China.

The welcoming of top designers, inauguration of the design center, and premiere of star products indicate the evolution of ZTE thinking about design. Design has definitely become the soul of the ZTE brand. The spotlight belonged on every designer that night, but design happens every moment and in every detail of our lives. It will continue to change our lives.

Hagen Fendler, ZTE's global chief design director

Winner of ZTE's Best Eco-Friendly Design Award

Winner of 2012 Most Popular Design Award

Winners of 2012 Best User Experience Design Award

Winner of ZTE's 2012 Best Design Award

Red dot awards won by ZTE

Winner of 2012 Most Innovative Design Award

An Overview of Industrial Design Awards

By Chen Hongyu

From Bauhaus to Braun, modernism to post-modernism, Mies van der Rohe to Naoto Fukasawa, and Sony to Apple, modern industrial design has developed a great deal over the past century. It has evolved into a complete industry that influences the life and aesthetics of people all over the world, and many international awards have emerged.

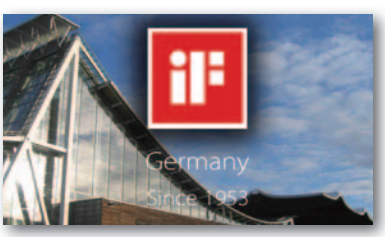
The iF Design Award, Red Dot, IDEA, and G-Mark Award are four internationally recognized professional awards for industrial design. The Red Star Design Award and Successful Design Award are the most prestigious awards in China. All of these awards are given annually and have attracted numerous outstanding designers and design institutions.

iF Design Award

The iF Design Award has been around for more than 50 years and is known internationally as the most prestigious industrial design award. It is conferred by Germany's oldest industrial design institution, iF Industrie Forum Design, which was founded in 1953 and is based in the Hannover exhibition center. The award highlights excellent industrial design and has brought significant attention to good design practice.

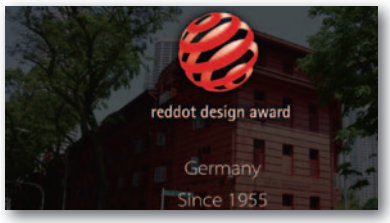
The iF Design Award is based on Staatliches Bauhaus' concept of "form follows function." They are given for functionality, convenience, innovation, production quality, and outward design. In awarding an iF Design Award, the panel considers whether the design will be a future trend in the industrial community.

The iF Award China was set up in 2003 and has run successfully for eight years. Many ZTE products, including V260, D300 and D90, have won the award. iF China was suspended in 2011 and all entries from China were submitted to the iF International Award for evaluation. ZTE Grand S was honored with the 2013 iF International Design Award.



Reddot Design Award

The Red Dot award was born in Germany in 1955 and has a distinctive red dot logo. It was originally organized by a designers' association in Germany but later developed into a world-famous prize for innovative design. Now the red dot has become one of the world's most prestigious awards. Every year, the awards are presented by the Design Zentrum Nordhein Westfalen in Germany. The jury judges entries on the basis of innovation, functionality, ergonomics, environment, and durability.



ZTE's D300 Cupid phones as well as CoverFi, Double, and Fantasy concept products have all won Red Dot awards.

IDEA Awards

The International Design Excellence Awards (IDEA) is an industrial design competition organized by BusinessWeek magazine and judged by the Industrial Designers Society of America (IDSA). Established in 1980, IDEA is mainly awarded to products already for sale. IDEA is America's only world-class industrial design award and highlights the theme of freedom and innovation. It has become more and more prestigious since the 1990s.

China Red Star Design Award

China Red Star Design Award was established in 2006 by many authoritative organizations, including the China Industrial Design Association and the Development Research Center of the State Council. As the benchmark of China's industrial design industry, it is gradually developing into one of the world's most famous industrial design competitions. Since it was established, the Red Star Design Award has significantly boosted China's design industry. ZTE's D180 has previously won a gold China Red Star Design Award.

Good Design Award

Japan's Good Design Award (G-Mark) was set up by the Japanese government in 1957 with the aim of promoting design innovation. The award is based on the belief that design is essential and indispensable to people's everyday lives; it is not only for the purpose of marketing and business. Of course, the Japanese culture of precision is also an important consideration for judging designs.

Successful Design Awards-China

The Successful Design Awards is organized by Shanghai Industrial Design Association and is awarded for designs in different areas. It is intended to strengthen innovation in China's design industry. ZTE's Mr. 8 (U220) won a platinum 2011 Successful Design Award, and many other ZTE products, including Blade, have obtained the awards also.

ZTE Gold Mark Design Award

Established in 2011, ZTE's Gold Mark Design Award is the first heavyweight enterprise award for ZTE designs and products. The award is judged according to ZTE philosophy of "Friendly, Innovative, Pure, and Thoughtful." It is judged by a professional international panel, and each year, five awards are given. These awards include Most Outstanding Design Award. ZTE's Gold Mark awards ceremony is held at the ZTE Designers' Night each year. Artists, designers, and top representatives from various industries are invited to join the event.

Since the industrial design unit was established, ZTE has participated in various competitions every year. ZTE has won 15 awards in the four major international design contests and five prizes in China's Red Star Design Awards and Successful Design Awards. This indicates that ZTE's products and designs are highly recognized in the industrial design sector.

Grand S

A Companion for Life

By Huang Leqing

The Essence

What is a handset? Designers are always asking themselves this question, and the more they ask, the closer they get to the answer.

Who you'll meet, whose numbers you'll get, what pictures you'll take, what will happen to you—it's all fate. A handset is a container that stores every bit of your life and creates a whole world for you. A container is the original inspiration for Grand S.

The screen presents the contents of information and life, and the back cover is the container itself. We want to use a stable container to carry the ever-changing technical innovations and, more importantly, life.

The back case of the Grand S is like a curved tile or a plate, and the screen is like water just ready to spill over the edges.

Color Scheme

The polycarbonate back cover is available in a variety of light colors. Traditional Chinese color thick ink is also available so that the device has some cultural background and doesn't look too industrialized.

The ink-colored version uses matte skin so that it doesn't slip or show up fingerprints. The phone always looks new. Special particles are added to the coating to make the back cover feel better in the hand. The light-colored versions have five-layer optical coating, which gives the phone a ceramic glaze.

The Beauty of Technology

Grand S packs a 5-inch full HD screen and a quad-core processor into an ultrathin 6.9 mm body. The super narrow frame and body makes the phone look slender and graceful, and the phone can easily be used with one hand.

The phone has a unibody structure and is durable and compact. There are 11 steps in manufacturing processes to make a seamless body that eliminates gaps between the components. The clean back cover gently carries the screen, and the line and surface on the corners are as smooth as the curves on a car. The floating screen design exclusive to ZTE gives the phone a more slender look. The 0.55 mm OGS touch panel enhances sensitivity and displays the content more vividly.

The camera plate is slightly curved and looks like a drop of floating water. This is the result of efforts of modeling engineers, who refined the curved surfaces. The camera plate uses advanced hot bending 3D glass technology, and the surface firmness is 9H, making it extremely scratch resistant. The artistry shines through despite the technical restrictions.

Grand S won the iF award 2013. It surprised the CES 2013 and became the hottest device in the digital media. As the highest-end product in the history of ZTE, Grand S is widely acclaimed by the industry and provides a fresh breeze in handset design. A handset should not be a cold tool only; it should be a container for information and life.

JoinMe: A PC Suite for ZTE Phones

By Wu Lijia

There have been many kinds of PC-side management tools for handsets, but none have been specially designed to be compatible with ZTE smartphones. For this reason, ZTE designers have designed a PC suite called JoinMe for ZTE phones.

1 Welcome

When there's only one device connected to the computer, you can use JoinMe to see the phone and SD card storage and the number of contacts, short messages, call records, apps, music files, video files, and pictures. When there are multiple Android devices connecting to the PC, you can switch between these devices easily. With the backup and restore function, you don't need to worry about losing data if you lose your phone. In addition, the SD card management function makes it much easier to import or export files.

2 Contacts

Contacts management helps you divide all contacts into different groups. The contact list is displayed according to the frequency of contact. With the smart search function, you can find people fast by entering part of their name or phone number into the search bar. After finding the contact, you can write a message or edit the contact information. You can manage contacts on the phone and also add, edit or delete contacts on the SIM card. JoinMe allows mutual backup and transfer of contacts on the phone and SIM card. You can also set an icon for each friend.

3 Messaging

To help you search, JoinMe combines all messages from one contact and shows them in chronological order. You can easily chat with friends via messaging. With tabs such as all, unread, sent, failed to send, and stored unsent, it's very easy to check messages.

4 Call Log

You can quickly check when a call was made and how long it lasted. You can choose a contact for messaging or directly add the unsaved contacts to the contact list.

5 Apps

All installed apps and system applications are listed. A full range of hot apps—from professional office apps to cool games—are also recommended. You can move apps between the SD card and phone memory without uninstalling them.

6 Entertainment

The entertainment section includes music, video, and picture management. You can manage all audio files on your phone and set ring tones via JoinMe. Detailed information about every video file can be checked. You can also crop, rotate and edit photos with this tool.

7 Calendar

Schedule management is one of the unique features of JoinMe. All of your schedules can be displayed in the form of day view, month view, week view or full view so that you can make right arrangements. You can even back up your schedules on the computer.

8 Upgrade

Upgrading the Android system is complicated. JoinMe can help you upgrade the existing operation system, try new functions, and fix system bugs to make your phone run more smoothly.

With JoinMe, you can effortlessly manage your contacts, text messages, call records, applications, music, video, pictures and schedules. It is a good helper for your phone.

Tips for Saving a Wet Mobile Phone

By Fan Qinchun

People sometimes accidently drop their mobile phone into water or their phone is exposed to humidity. If you act fast enough, you might be able to save your phone. Here are some simple methods of saving a wet mobile phone.

Most mobile phones usually have removable batteries but some have built-in batteries. Methods of fixing wet phones with fixed or removable batteries are different.

A wet mobile phone may have problems such as inability to switch the phone on; blurry screen; or noises during a call.

For a Mobile Phone with a Removable Battery

If a mobile phone falls into the water when it is powered on and stays wet for less than 30 seconds, you should immediately remove the battery, and do not switch off the phone using the power button.

After taking out the battery, if it is dry inside, you have been fast enough, and water has not seeped into your phone. Then, you should use paper towel, cotton ball or dry cloth to gently wipe off water on the battery and inside and allow the phone to dry naturally. Do not re-attach the battery to your phone until the phone is completely dry.

If the mobile phone stays wet for a long time, it needs to be dismantled. Generally, a wet mobile phone is not covered under a warranty if the water mark on the phone battery has changed color. If the water mark has not changed color, it's best to take it directly to a service center. If the water mark has changed color, try the following steps:

Step 1: Remove the rear cover and take out the battery.
Step 2: Remove screws on the rear cover.
Step 3: Use the opening tool to remove the frame of the phone and take off the internal rear cover.
Step 4: Gently wipe off the water stain on the motherboard with cotton.

After the rear cover is removed, you can dry the inside using a hairdryer. Do not use the hottest setting; this may damage the fragile parts on the motherboard. When the parts are dry, you may see some white or green powder. This is left by the chemical reaction between the water and components. You can use a small brush dipped in alcohol to remove the powder and then blow-dry the phone.

For a Mobile Phone with a Built-in Battery

For a mobile phone with a built-in battery, different measures need to be taken. Usually, when a phone gets dropped in water, the water only gets to the screen. In most cases, it's unnecessary to disassemble the phone. You just need to switch off the phone immediately and throw off the water from the screen. Then you can place it under a desk lamp for less than six hours to slowly disperse the water.

You can also use a refrigerator to dry your phone more quickly. Tightly wrap the phone with a paper towel and a layer of plastic wrap and put it into the freezer.

Picks of Posts from ZTE Community on Facebook

www.facebook.com/ZTECorp
www.facebook.com/pages/ZTECommunity/496915880340154

1 Latin America Delepment Office III trip to Huaraz, Peru (January 29, 2013)

2 ZTE Bangalore Supports a Rural School (January 17, 2013)

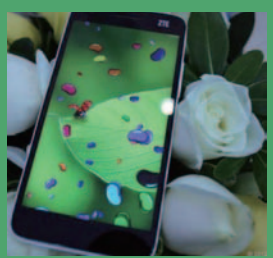
3 Lohri Celebration at ZTE India Factory (January 17, 2013)

4 2012 End of Year Celebration at ZTE Venezuela (January 16, 2013)

5 New Year Celebration in ZTE Cape Town
A fun way to celebrate New Year — drifting. (January 14, 2013)

6 ZTE Ecuador Celebrates New Year
On New Year's Eve, people use an effigy called "Anio Viejo", meaning "old year". At midnight, the Anio Viejo is set on fire over the street. Everything that went wrong in the past year is burned. People then jump over a bonfire, and this means good luck for the new year. This year, Chinese and local staff had a really good time together. (From Jorge Navarrete) (January 10, 2013)

7 The Smartphones of CES 2013
ZTE Grand S is so eye-catching! (January 10, 2013)



8 ZTE Nepal celebrated New Year 2013.
Best employee and Best Team awards were given out. Staff who had served for five years were also given awards. Everyone entered the lucky draw to win prizes. (From Singh Puskar) (January 7, 2013)

9 New Year Celebration: Lucknow Office, ZTE India
At the New Year party, we grasped the opportunity to strengthen our team and planned many activities such as master builder, spider weaving, ring of fire, and float your problem. All the team members participated with great enthusiasm. We created a New Year resolution wall at the office reception. Employees wrote their resolutions on the wall, and the best one was given an award. (From Neeraj Panwar) (January 8, 2013)

10 ZTE's Little People and Big Stage
Here are wall paintings in ZTE Xili Industrial Park. They were designed by a ZTEr. Although several employees share a narrow dormitory, they lead a happy life and brighten their dormitories with these fantastic well paintings. Well done, ZTErs! (December 21, 2012)

ZTE GRAND X IN

CAPTURING LIFE – AS IT HAPPENS

- Fast 8MP HD camera – Never miss a moment
- HD quality video – Capture, play and share
- Superior web performance – Fast load and use
- Effortlessly move between multiple apps

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